

117TH CONGRESS 1ST SESSION

H. R. 989

To amend the Federal Election Campaign Act of 1971 to require certain online platforms which display political advertisements to display with the advertisement a notice identifying the sponsor of the advertisement and to ensure that the notice will continue to be presented in the advertisement if a viewer of the advertisement shares the advertisement with others on that platform.

IN THE HOUSE OF REPRESENTATIVES

February 11, 2021

Mr. GOLDEN introduced the following bill; which was referred to the Committee on House Administration

A BILL

To amend the Federal Election Campaign Act of 1971 to require certain online platforms which display political advertisements to display with the advertisement a notice identifying the sponsor of the advertisement and to ensure that the notice will continue to be presented in the advertisement if a viewer of the advertisement shares the advertisement with others on that platform.

- 1 Be it enacted by the Senate and House of Representa-
- 2 tives of the United States of America in Congress assembled,

1 SECTION 1. SHORT TITLE.

2	This Act may be cited as the "Consistent Labeling
3	for Political Ads Act".
4	SEC. 2. REQUIRING ONLINE PLATFORMS TO DISPLAY NO-
5	TICES IDENTIFYING SPONSORS OF POLIT-
6	ICAL ADVERTISEMENTS AND TO ENSURE NO-
7	TICES CONTINUE TO BE PRESENT WHEN AD-
8	VERTISEMENTS ARE SHARED.
9	(a) Requirement.—Section 304 of the Federal
10	Election Campaign Act of 1971 (52 U.S.C. 30104) is
11	amended by adding at the end the following new sub-
12	section:
13	"(j) Ensuring Display and Sharing of Sponsor
14	Identification in Online Political Advertise-
15	MENTS.—
16	"(1) Requirement.— An online platform dis-
17	playing a qualified political advertisement shall—
18	"(A) display with the advertisement a visi-
19	ble notice identifying the sponsor of the adver-
20	tisement (or, if it is not practical for the plat-
21	form to display such a notice, a notice that the
22	advertisement is sponsored by a person other
23	than the platform); and
24	"(B) ensure that the notice will continue to
25	be displayed if a viewer of the advertisement

1	shares the advertisement with others on that
2	platform.
3	"(2) Definitions.—
4	"(A) Online Platform.—For purposes
5	of this subsection, the term 'online platform
6	means any public-facing website, web applica-
7	tion, or digital application (including a social
8	network, ad network, or search engine) which—
9	"(i) sells qualified political advertise
10	ments; and
11	"(ii) has 50,000,000 or more unique
12	monthly United States visitors or users for
13	a majority of months during the preceding
14	12 months.
15	"(B) Qualified political advertise-
16	MENT.—For purposes of this subsection, the
17	term 'qualified political advertisement' means
18	any advertisement (including search engine
19	marketing, display advertisements, video adver-
20	tisements, native advertisements, and sponsor-
21	ships) that—
22	"(i) is made by or on behalf of a can-
23	didate; or

1	"(ii) communicates a message relating
2	to any political matter of national impor-
3	tance, including—
4	"(I) a candidate;
5	"(II) any election to Federal of-
6	fice; or
7	"(III) a national legislative issue
8	of public importance.".
9	(b) Effective Date.—The amendment made by
10	subsection (a) shall apply with respect to advertisements
11	displayed on or after the 120-day period which begins on
12	the date of the enactment of this Act.

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